



LINKS®

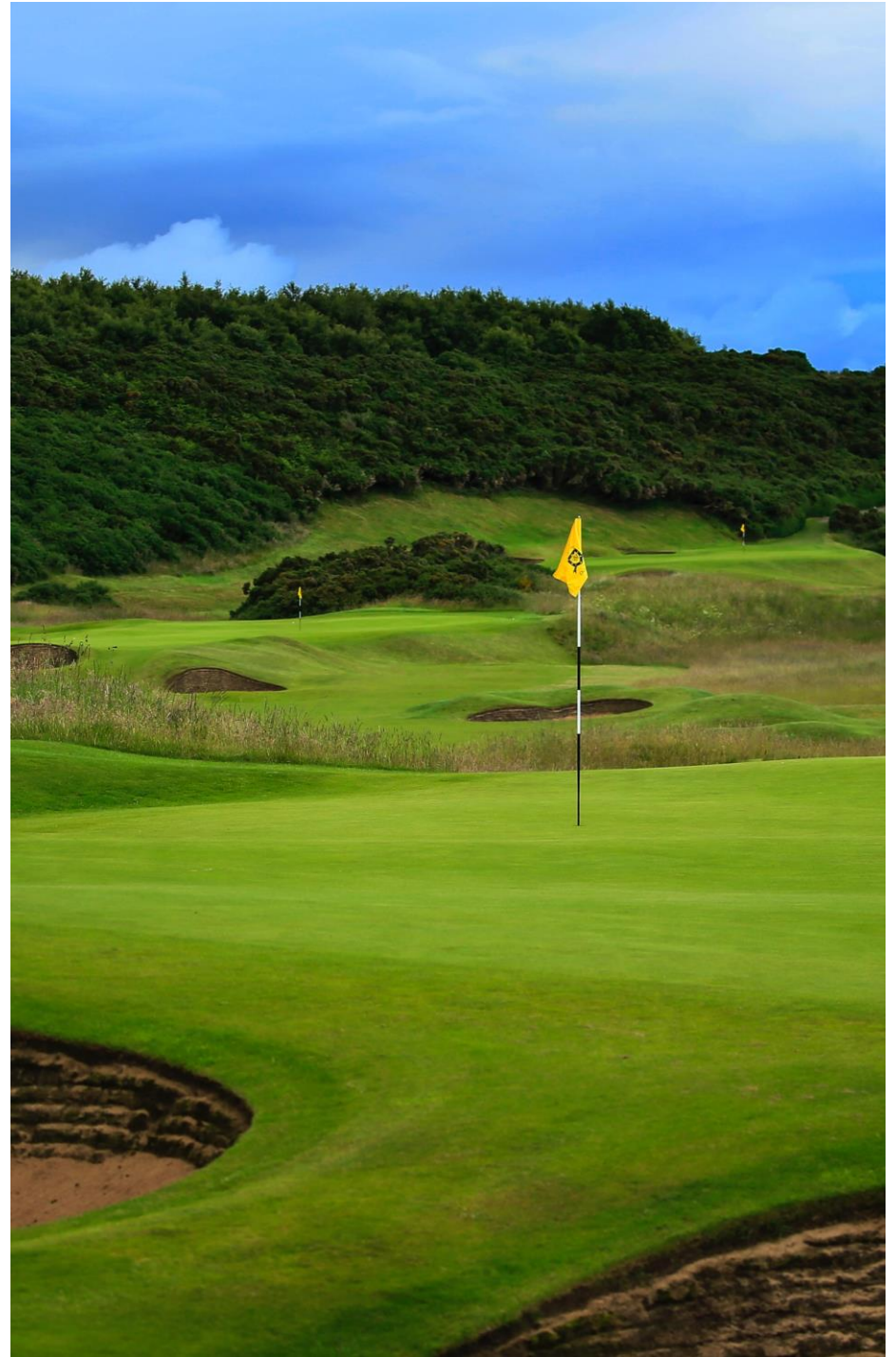
THE BEST OF GOLF

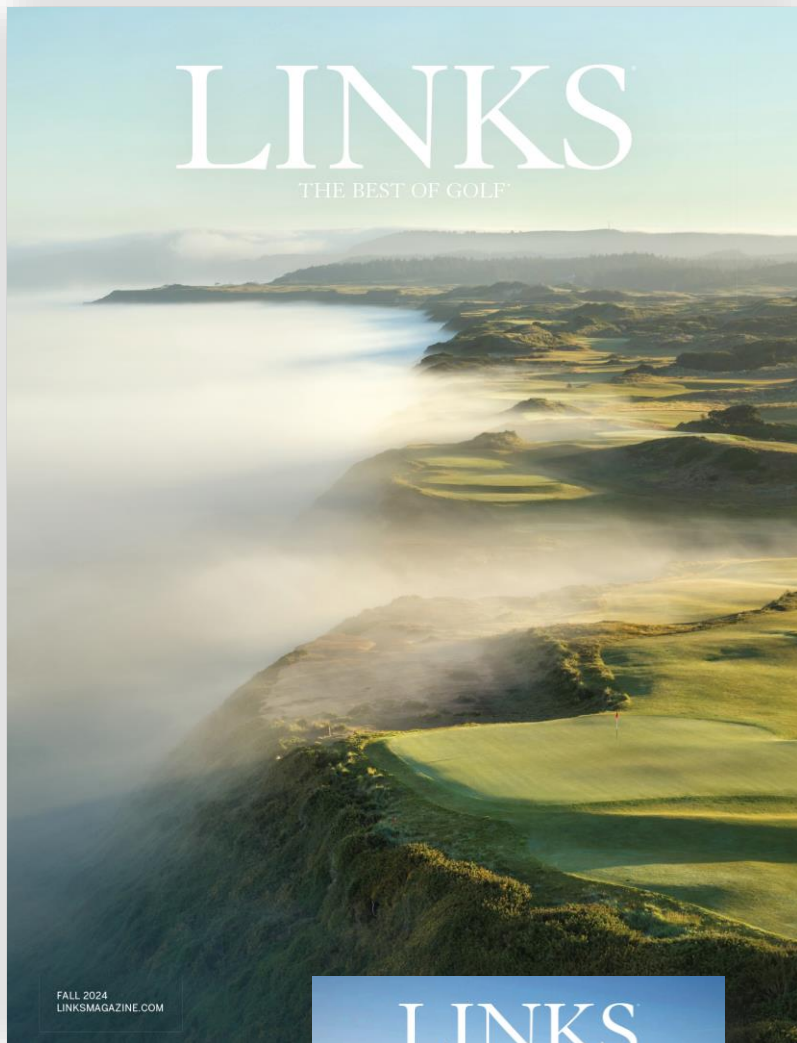
2025 MEDIA KIT

MISSION STATEMENT

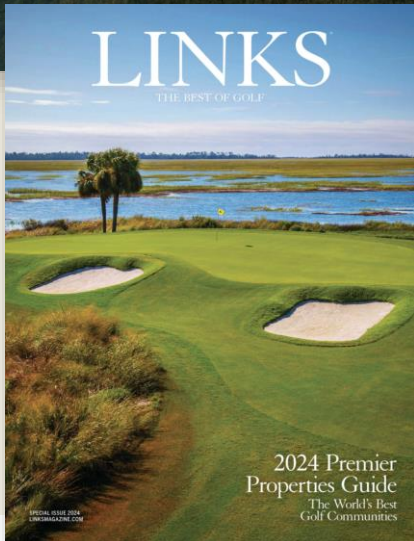
There's a big beautiful world of golf out there, and the smartest way to explore it is through LINKS Golf Media, where you'll always find "The Best of Golf." No matter where your wanderlust may take you or what your interests are, we're there as your caddie and concierge, your counsellor and companion to the finest courses, resorts, and golf communities as well as issues, interesting people, and ideas. Whether it's in print, online, or in podcasts, LINKS delivers practicable information, guidance, and delight, through the game's best writers and the jaw-dropping photography that is our trademark.

GEORGE PEPPER
Editor





FALL 2024
LINKSMAGAZINE.COM



2024 Premier
Properties Guide
The World's Best
Golf Communities

PORTFOLIO

PRINT

- **LINKS MAGAZINE** - 110,000 Circulation (70k Eastern, 40k Western)
- **360,000 TOTAL AUDIENCE (3.25 READERS PER COPY)**
- **1.5 MILLION EMAIL SEND TO THE NATIONAL GOLF FOUNDATION'S DATABASE**
- **PREMIER PROPERTIES GUIDE** - 60,000 Circulation

E-PROGRAMS

- **LINKS INSIDER NEWSLETTER** - 100,000 Distribution
- **CUSTOM BLASTS** - 50,000 Distribution (Regional Available)
- **SPONSORED BLASTS** - 50,000 Distribution (Regional Available)

CUSTOM

- **PUBLISHING**

WEBSITE


- **75,000-100,000** - Average Monthly Visitors
- **1.5 MILLION** - Average Monthly Search Impressions
- **150,000** - Monthly Ad Impressions
- **TAKEOVERS AVAILABLE** - Monthly or 2-Week Period

PODCAST

- **12 EPISODES PER SEASON** - Episodes posted weekly for 12 weeks

SEPTEMBER 2, 2024 FORWARD TO A FRIEND


LINKS Insider
YOUR GUIDE TO THE BEST IN GOLF



6 of our Favorite Places to Play Golf in the Fall

As the summer season wanes and temperatures begin to change around the country, our co-hosts share their top courses to play during the fall on this episode of the LINKS Golf Podcast.


[READ MORE](#)



Hampton Hall: Valuing an Improved Way of Life

Discover Hampton Hall, a private club community in the heart of Bluffton, S.C. Members enjoy resort-style living in an atmosphere of hospitality and charm enhanced by the Pete Dye-designed golf course, state-of-the-art fitness center and spa, racket sports, bocce ball, great dining, and more all within close proximity to Hilton Head Island and Savannah.

[READ MORE](#)



LINKS MAGAZINE

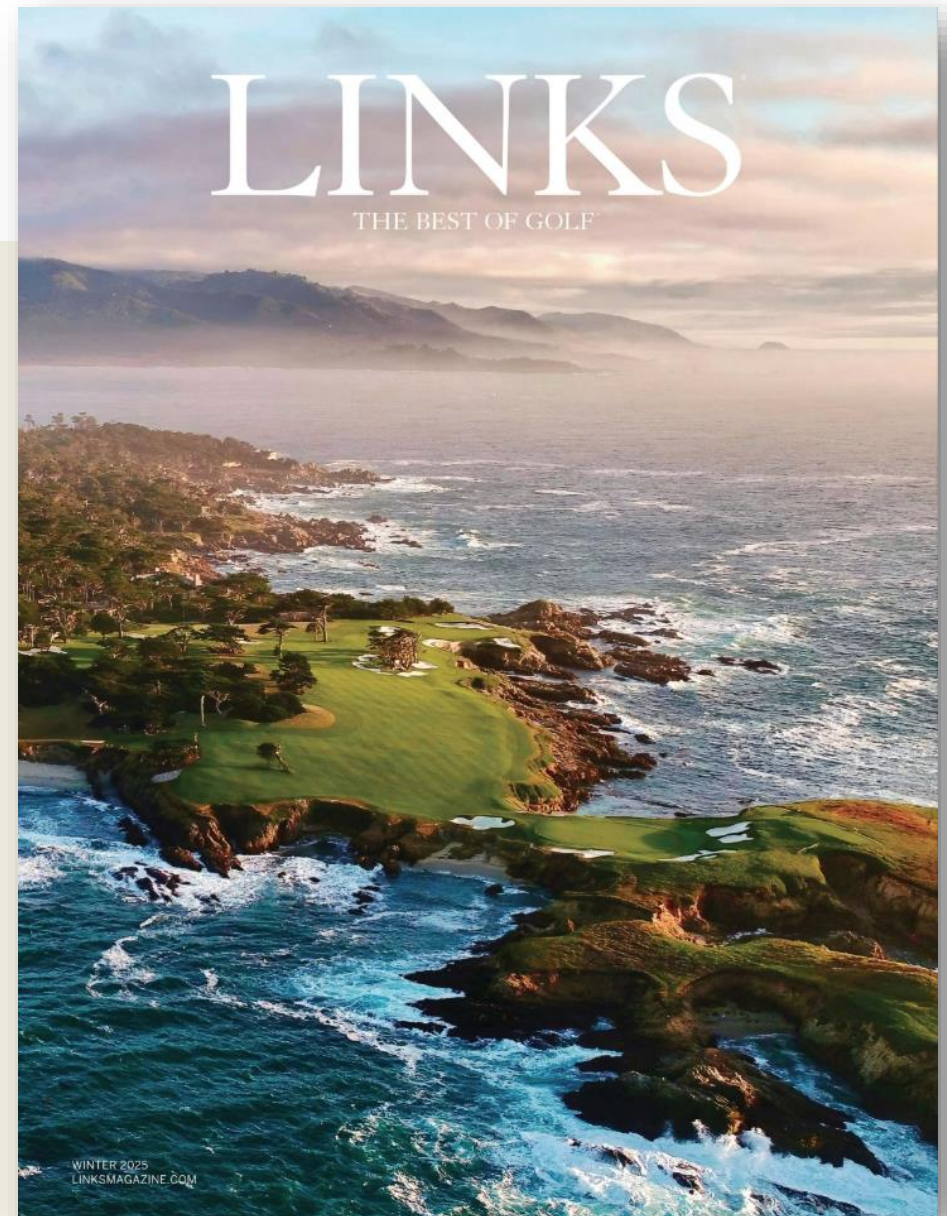
2025 PRINT DISTRIBUTION

110,000 of LINKS's most significant and responsive subscribers

- 70,000 Eastern Region
- 40,000 Western Region

- Average Household Income: \$253,000
- Average Total Asset Value (Excluding Primary Residence): \$2,500,000
- Average Days of Golf: 70
- Private Club Member: 73%
- Median Handicap: 12
- Plan to Purchase Real Estate: 22%
- Spend \$5,000 on Golf Travel Each Year: 44%

360,000 Total Audience (3.25 Readers Per Copy)



Click [HERE](#) to view the 2025 Winter Edition

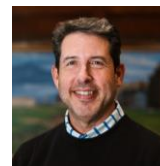
LINKS MAGAZINE

2025 DIGITAL DISTRIBUTION



- National Golf Foundation's American Golfers database
Audience Demographics
 - 700,000+ Proprietary Contacts with follow-up send to 500,000+ non-openers on each distribution
- Average HHI: \$115k
- 75% play 25+ rounds per year
- Median Age: 44
- 1.5 million sends each issue
- Total Open Rate: 52.57%*
- Total Opens: 786,180*
- Click Rate: 1.75%*

*Based on actual metrics from 2024 Winter, Spring, and Summer issues



Greg Nathan,

President and CEO of the National Golf Foundation:

“The most committed affluent golfers (2–3 million) play more than twice as much as the average American golfer and account for approximately one of every three dollars spent on travel. The NGF audience that receives each issue of LINKS Magazine is selected specifically using geo-demographic criteria to maximize representation from this highly desirable segment of golf consumers.”

LINKS & THE NGF

A DYNAMIC COMBINATION OF PRINT & DIGITAL DISTRIBUTION



2025 PRINT DISTRIBUTION

Circulation: 110,000

Eastern: 70,000; Western: 40,000

Total Readership 360,000 Total Audience
(3.25 Readers Per Copy)

Demographics

- Average Household Income: \$253,000
- Average Total Asset Value (Excluding Primary Residence): \$2,500,000
- Average Days of Golf: 70
- Private Club Member: 73%
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- Plan to Purchase Real Estate: 22%
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2025 DIGITAL DISTRIBUTION

1.5 Million sends for each issue*

Demographics

- Average HHI: \$115k
- 75% play 25+ rounds per year
- Median Age: 44

Metrics

- Total Open Rate: 52.57%*
- Total Opens: 786,180*
- Click Rate: 1.75%*

*Based on actual metrics from 2024 Winter, Spring, and Summer issues

LINKS AUDIENCE

\$253,000

AVERAGE HOUSEHOLD INCOME

\$153,000

MEDIAN HOUSEHOLD INCOME

\$2,500,000

AVERAGE TOTAL ASSET VALUE *(Excluding Principle Residence)*

\$2,000,000

MEDIAN TOTAL ASSET VALUE *(Excluding Principle Residence)*



86%

MALE

92%

MARRIED

85%

COLLEGE EDUCATED

14%

FEMALE

55

MEDIAN AGE

62%

PROFESSIONAL /
MANAGERIAL

AUDIENCE ENGAGEMENT

Read nearly every or all print issues	76%
Readers more likely to consider a brand that they saw in LINKS	67%
Average readers per copy	3.25
Readers who took one of the following actions in past 12 months based on reading LINKS or LINKS's digital products	
• Visited an advertiser's website	87%
• Called or emailed an advertiser	22%
• Visited a real estate development	18%
• Purchased property at a real estate development	3%
• Visited a resort	55%
• Referred info to friends, family, etc.	59%

GOLF HABITS

Average days of golf per year	70
Play 100 or more rounds a year	27%
Private club member	73%
Belongs to 2 or more private golf clubs	19%
Current median handicap	12
Have a handicap of 10 or less	42%
Have been custom fit for clubs	78%

LIFESTYLE

Take 3 or more golf trips each year	44%
Spend \$5,000 or more on golf travel each year	38%
Plan to purchase golf real estate	22%
Those planning to purchase golf real estate in next 2 years or less	52%
Plan to purchase or lease a vehicle in next year	25%

Source: LINKS Subscriber Study

LINKS AUDIENCE

Golf travel has changed over the past year and will continue to do so as people ease back into travel.

- 76% of golf travelers are willing to drive 4-plus hours to their destination
- One-third of core golfers indicate they'll drive 8 hours each way

As such, golf resorts should expand their geographical targeting beyond their normal “feeder market” delineations.

GOLF TRAVEL

Number of golf trips typically taken each year

• 1–2	56%
• 3–5	35%
• 5	9%

Amount typically spent on golf vacation each year

• \$0–\$3,000	38%
• \$3,000–\$5,000	24%
• \$5,000–\$10,000	20%
• \$10,000–\$15,000	9%
• \$15,000+	9%

MEDIA HABITS

Preferred choices for reading about golf

• Print	83%
• Digital	47%
• Digital Magazines	30%
• E-Newsletters	26%
• Facebook	4%
• Twitter	3%
• Instagram	3%

TOP 10 STATES WITH NUMBER OF REGISTERED GOLFERS

- California
- Texas
- Florida
- New York
- Ohio
- Illinois
- Michigan
- Pennsylvania
- North Carolina
- Massachusetts

Golf travel preferences

• Like to stick to well-known resorts/courses	63%
• Like to play hidden gems	62%
• Like to be among the first to visit a new resort/course	26%

When researching travel, LINKS readers find the following resources helpful

• Websites	91%
• Print ads	86%
• Digital ads	79%
• Travel-related editorial	79%
• Direct mail	53%
• Travel agent	50%
• Social media	37%

Where LINKS readers plan to travel in next 3 years (top 10)

• Southeast	55%
• United Kingdom	38%
• Arizona	37%
• California	34%
• Pacific Northwest	33%
• Southwest	31%
• Northeast	29%
• Midwest	27%
• Hawaii	25%
• Mid-Atlantic	23%

Sources: NGF and LINKS Subscriber Study



LINKS AUDIENCE

REAL ESTATE

Own a second home	29%
Planning to buy a second (or additional) home	22%
If so, when do you plan to purchase?	
Next 6 months	4%
Next 12 months	14%
Next 2 years	34%
Next 3–5 years	48%
If so, in what price range?	
Under \$250k	11%
\$250–\$500k	47%
\$500k–\$750k	23%
\$750k–\$1 million	9%
\$1 million+	10%
When considering real estate purchases, LINKS readers find the following resources helpful	
Print ads	67%
Real estate community websites	62%
Digital ads	60%
Online real estate databases	
(e.g. Zillow)	60%
Real estate agents	60%
Real estate editorial	51%
Direct mail	40%
Social media ads	25%
Readers who took one of the following actions in past 12 months based on reading LINKS or LINKS's digital products	
Visited a real estate development	18%
Purchased property at a real estate development	3%

Sources: NGF and LINKS Subscriber Study



PRIVATE CLUB MEMBERS

- 47% are ages 18-49
- Only 25% are retired
- Played 59 million rounds in 2020

The increased level of golf participation coupled with the fact that many people are now telecommuting (and in some cases may never return to a regular office situation) have led people to move out of cities.

They are joining private golf clubs in droves and purchasing homes at premier clubs across the country.

EDITORIAL CALENDAR

TIMING	PRODUCT	ISSUE CONTENT	AD CLOSE	ADVERTORIAL CLOSE	MATERIALS DUE	IN HOME
2025 JANUARY SPECIAL ISSUE	PREMIER PROPERTIES GUIDE	Annual Real Estate Guide	11/11/24	NA	11/18/24	1/2/25
2025 FEBRUARY WINTER ISSUE	LINKS MAGAZINE	Introducing The LINKS 100 Backstory and Letter to America Mucking About in Rosapenna Profile: Deane Beman	1/3/25	12/18/24	1/6/25	2/5/25
2025 APRIL SPRING ISSUE	LINKS MAGAZINE	The Fazio Factor Jim "Bones" Mackay on Augusta NYC Golf by Subway Portugal	2/21/25	2/7/25	2/24/25	3/24/25
2025 JUNE SUMMER ISSUE	LINKS MAGAZINE	Northern Ireland H.S. Colt—#1 Architect Oakmont Fights Back Irish Castle Courses	5/9/25	4/25/25	5/12/25	6/9/25
2025 OCTOBER FALL ISSUE	LINKS MAGAZINE	The Hagen Hoof Ryder Cup: Bethpage Black Bob Rotella Profile Historic Golf Hotels	8/22/25	8/8/25	8/25/25	9/29/25
2026 JANUARY SPECIAL ISSUE	PREMIER PROPERTIES GUIDE	Annual Real Estate Guide	11/10/25	NA	11/17/25	1/7/26

E-NEWSLETTERS

LINKS Insider reaches 100,000 opt-ins each week with an average total open rate of 50%

SUNDAY, MONDAY & FRIDAY EDITIONS

- PREMIER AND FEATURED PARTNER UNITS

PREMIER PARTNERS

- Photo, 50 words of copy, and link to designated landing page
- Average ROI of approximately 500 clicks

FEATURED PARTNERS

- Photo, 30 words of copy, and link to designated landing page
- Average ROI of 150–200 clicks

AUGUST 8, 2024

FORWARD TO A FRIEND

LINKS Insider

YOUR GUIDE TO THE BEST IN GOLF



Today's Top Sand Wedge Choices

Many players carry four wedges these days, largely because it allows for more precise distance control on shorter approach shots and offers more options for playing recovery shots around the green. Of these so-called "scoring clubs," the sand wedge may be the most valuable—in part because it can be the most versatile. Along with helping you get safely out of bunkers, the loft of the sand wedge is often ideal for approach shots that need to be hit high and land with spin. And they're employed just as often on pitch and chip shots played from grass. So while they're called sand wedges, they really offer a lot more utility than their name suggests.

However, choosing the right sand wedge for your game isn't as easy as just looking for a club that has an "S" stamped on its sole.

[READ MORE](#)



Explore The Santa Lucia Preserve in Carmel, Calif.

In addition to the Tom Fazio-designed, award-winning golf course at The Preserve Golf Club, The Santa Lucia Preserve community features nearly 100 miles of trails, a recreational lake, Sports Center, and full-service Equestrian Center set within a 20,000-acre nature preserve, offering a one-of-a-kind experience for golfers and outdoor lovers on the Monterey Peninsula.

[READ MORE](#)



Yamaha: Sun, Fun, and Family

Whether you're looking for a fun family outing or seeking new adventures to share, Yamaha Golf Car's personal transportation vehicles are the perfect way to explore and create lasting memories.

[READ MORE](#)

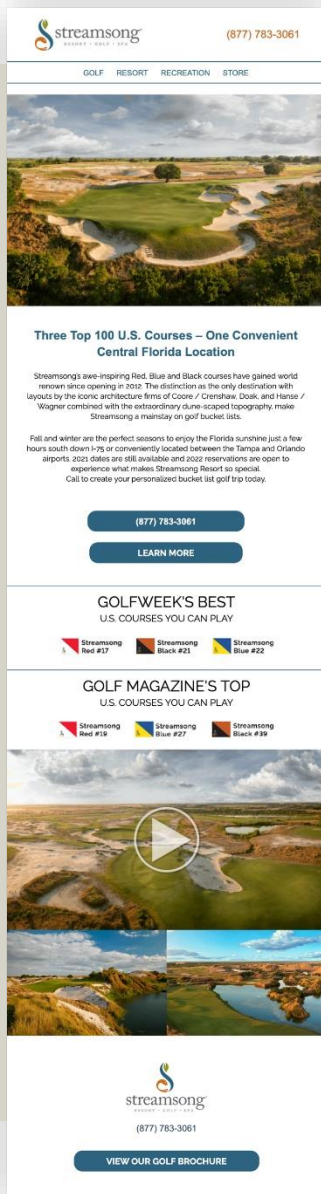


5 of Canada's Top Golf Resorts

When it comes to destination golf, most American consumers don't consider traveling north of the border, despite Canada being home to a slew of phenomenal public courses.

[READ MORE](#)

CUSTOM & SPONSORED E-BLASTS



CUSTOM BLASTS

- Customize your message to our national LINKS opt-in subscriber audience of 50,000 affluent golfers
- Other packages available (Eastern and Western Regions)

30-40%*
AVERAGE OPEN RATE

1.5-2.5%
AVERAGE CTR



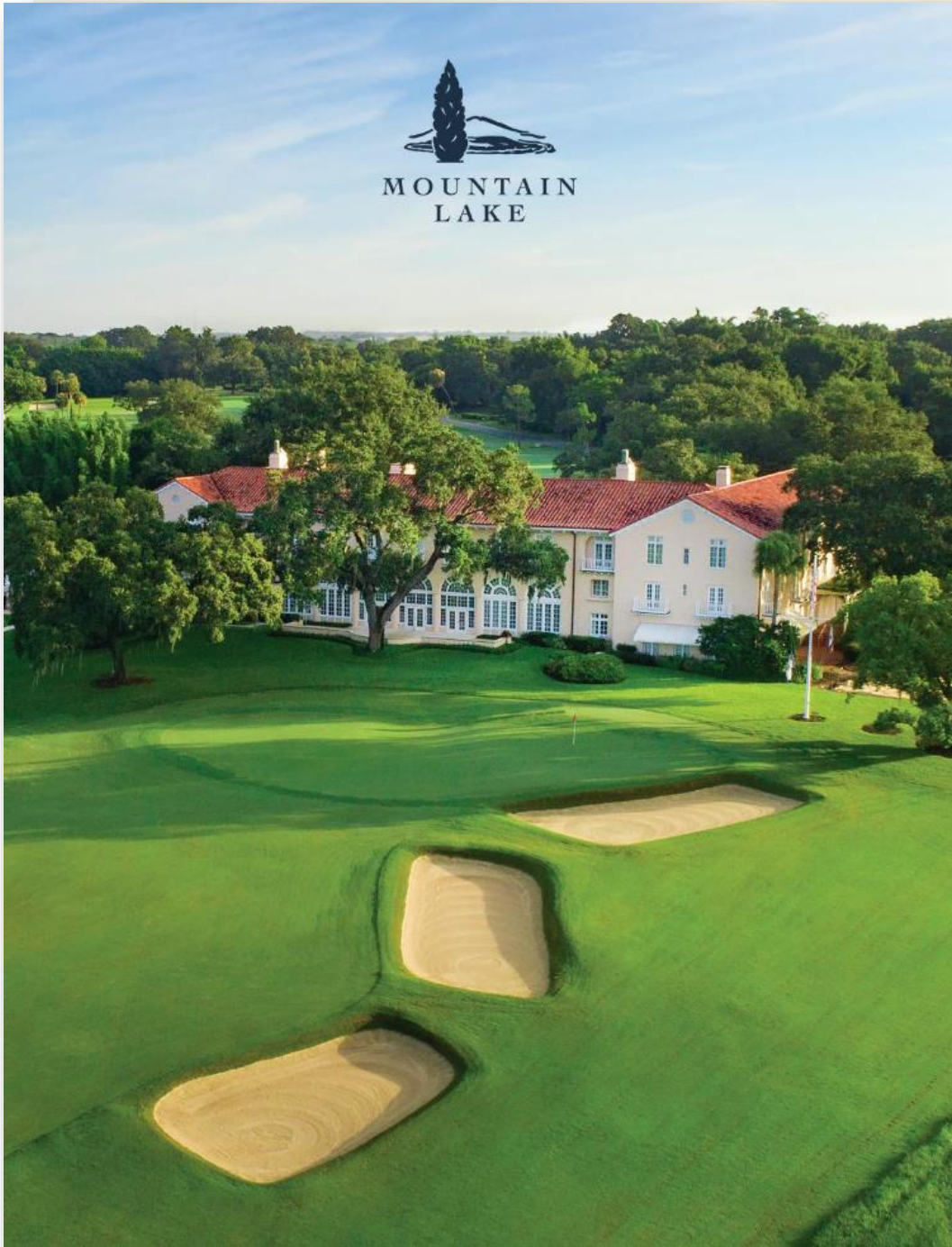
SPONSORED BLASTS

- LINKS will write and design an Insider Blast, with client input and approval, that will include a 300-word article, photo, and link to the desired landing page
- Provides a voice of authenticity "From the Editors of LINKS Magazine"
- Blast can be sent to our national, eastern, or western database

30-40%*
AVERAGE OPEN RATE

3-4%
AVERAGE CTR

*Depending on quantities sent



CUSTOM PUBLISHING

IMPACTFUL AND TARGETED MARKETS

CUSTOM FEATURE

The award-winning writing and photography you've come to expect from LINKS are made available to you to capture the essence of your club. LINKS will bring your club's distinctive story to life through a high-quality print publication mailed to select subscribers. A variety of options are available to best represent and market your club to prospective targets.

Clients can customize their desired circulation to be polybagged with an issue of LINKS.

[CLICK HERE TO VIEW MOUNTAIN LAKE](#)

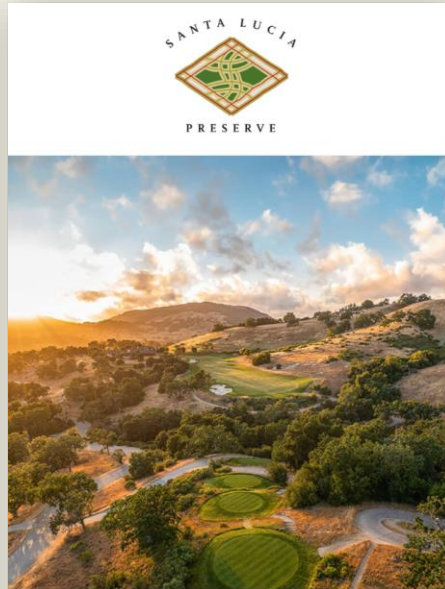
CUSTOM CREATIVE

LINKS OFFERS CLIENTS THE OPPORTUNITY TO CREATE CUSTOM CONTENT FOR USE ON ALL LINKS PLATFORMS AND BEYOND

CREATIVE DIRECTION

Advertising and marketing is ever-evolving, and the creative can make or break a campaign. We can develop dynamic products best suited for your target customer and create new branding that's perfect for your marketing messages. Our team will develop, design, and produce creative for all platforms, both print & digital. Contact your sales representative for pricing.

Custom Blast



LINKS Magazine invites you to explore the private golf and equestrian community at The Santa Lucia Preserve in Carmel, California.

The Preserve is a private golf and equestrian community with a Tom Fazio designed golf course, set within a 20,000 acre nature preserve in Carmel, California. In addition to the award-winning golf course, the community features mild weather year-round with nearly 100 miles of trails, a recreational lake, Sports Center, Equestrian Center, and dining venues set amidst expansive wilderness, offering a one-of-a-kind experience for golfers and outdoor lovers on the Monterey Peninsula.

[LEARN MORE](#)

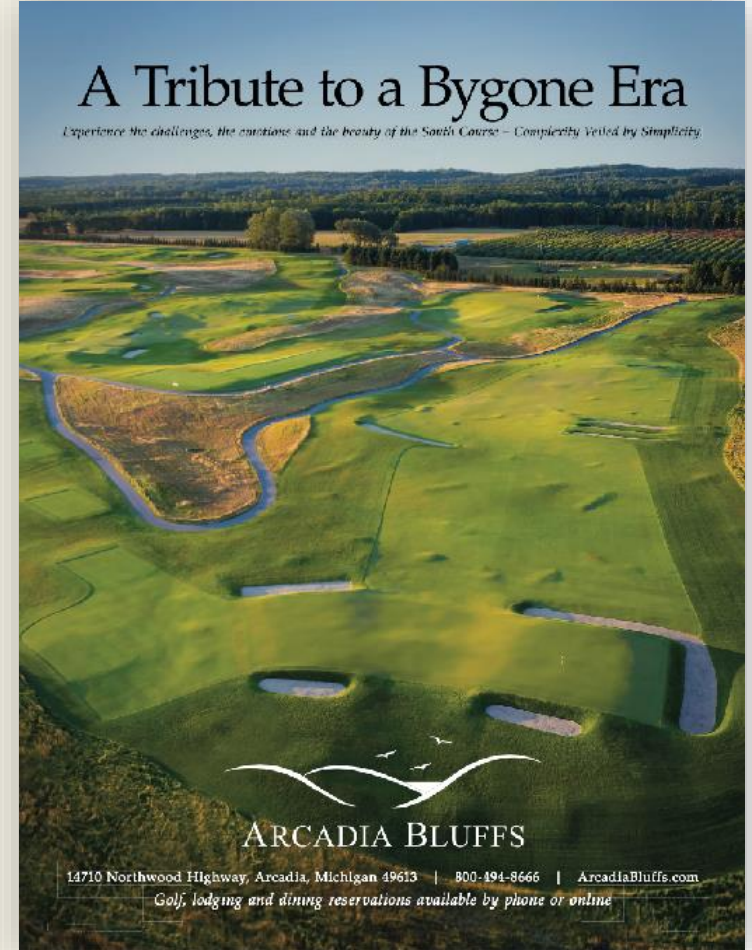


THE PRESERVE GOLF CLUB

The Preserve Golf Club—one of Tom Fazio's finest creations—was built in harmony with the 365 acres on which it resides, and has been distinguished as one of America's Greatest Golf Courses. Those who know the game view The Preserve's 18 as one of the best and most scenic in the region, just nine miles from Pebble Beach.

[LEARN MORE](#)

Print single page advertisement



LINKS GOLF PODCAST

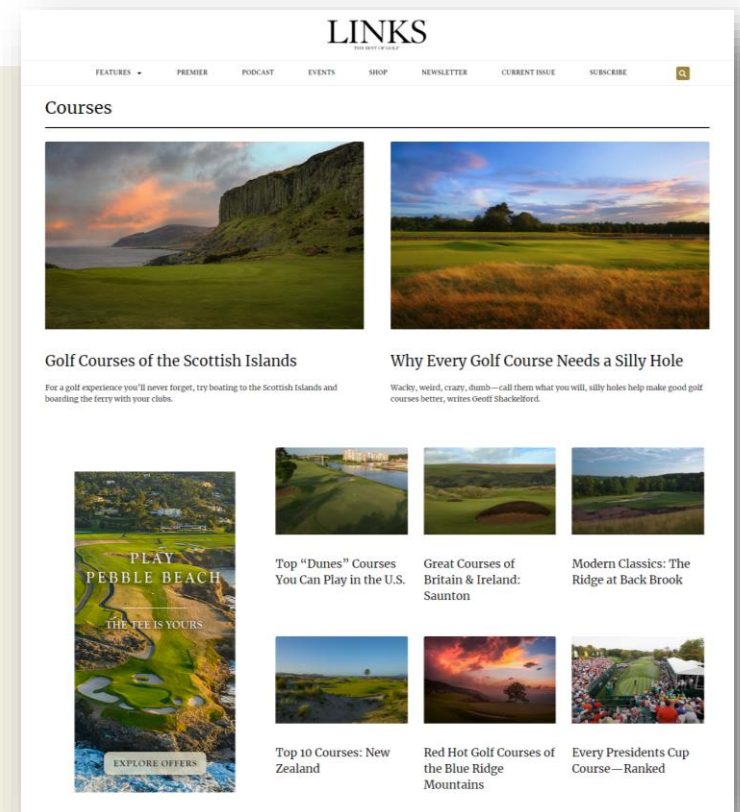
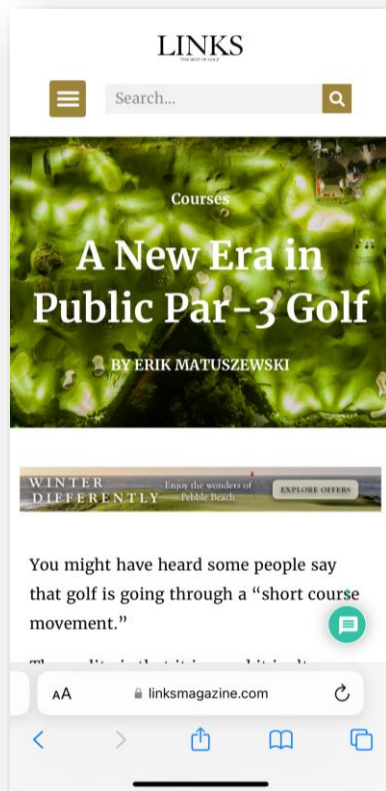
- Seasons are 12 episodes over 12 weeks
- Episodes will appear on YouTube, Apple, Spotify, and LINKSMagazine.com; sponsor logo will be prominently displayed on podcast video (lower right), and episode description will include mention of sponsor plus any relevant links
- Advertisers write their own ads (LINKS provides a word count guideline); the host reads them for the podcast
- Advertisers receive a “Sponsored by” credit for each podcast on the LINKS Insider
- There are two ad spots per episode, 30 seconds each—one intro (pre-roll) ad and one middle (mid-roll) ad
- The advertiser is welcome to change the ads throughout the season to avoid repetition
- Download average is 1–2k, with high performing episodes earning 4k downloads; ad impressions average is 3–4k, with high performing episodes earning 7k impressions
- The value for sponsoring a season is \$10k

Click [here](#) to view the LINKS Golf Podcast page

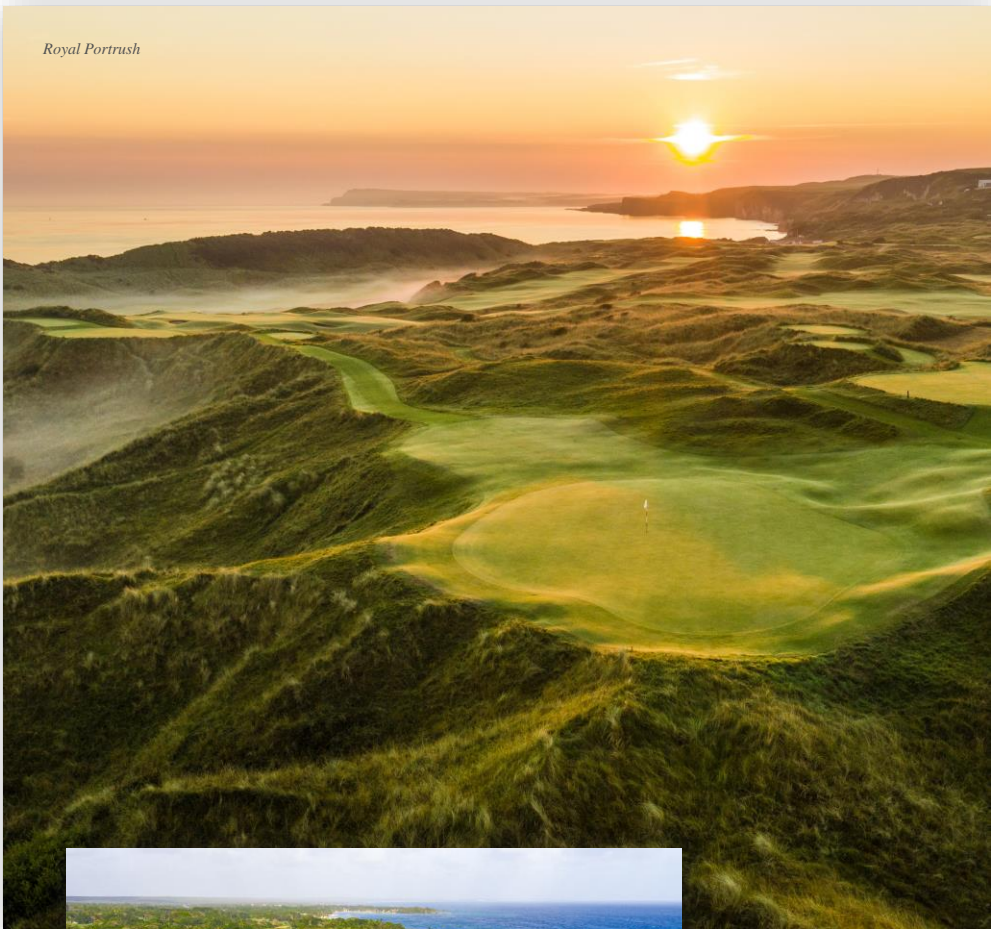


WEBSITE TAKEOVER

- 75,000–100,000 AVERAGE MONTHLY VISITORS
- 1.5 MILLION AVERAGE MONTHLY SEARCH IMPRESSIONS
- 150,000 MONTHLY AD IMPRESSIONS
- MONTHLY TAKEOVERS AVAILABLE
- 2-WEEK PERIOD TAKEOVERS AVAILABLE



Royal Portrush



SUBSCRIBER EVENTS

LINKS WILL WORK WITH SELECT
PARTNERS TO DEVELOP PREMIER
SUBSCRIBER TRIPS/EVENTS

Current partners include:

- Casa de Campo
- Pebble Beach
- PerryGolf
- Kohler

Annual Advertising Commitment Required



Teeth of the Dog, Casa de Campo



PerryGolf



PREMIER PROPERTIES GUIDE

The most complete listing anywhere of the top golf communities in the U.S. and the world, plus a collection of articles that will educate and entertain readers

DEMOGRAPHICS & CIRCULATION

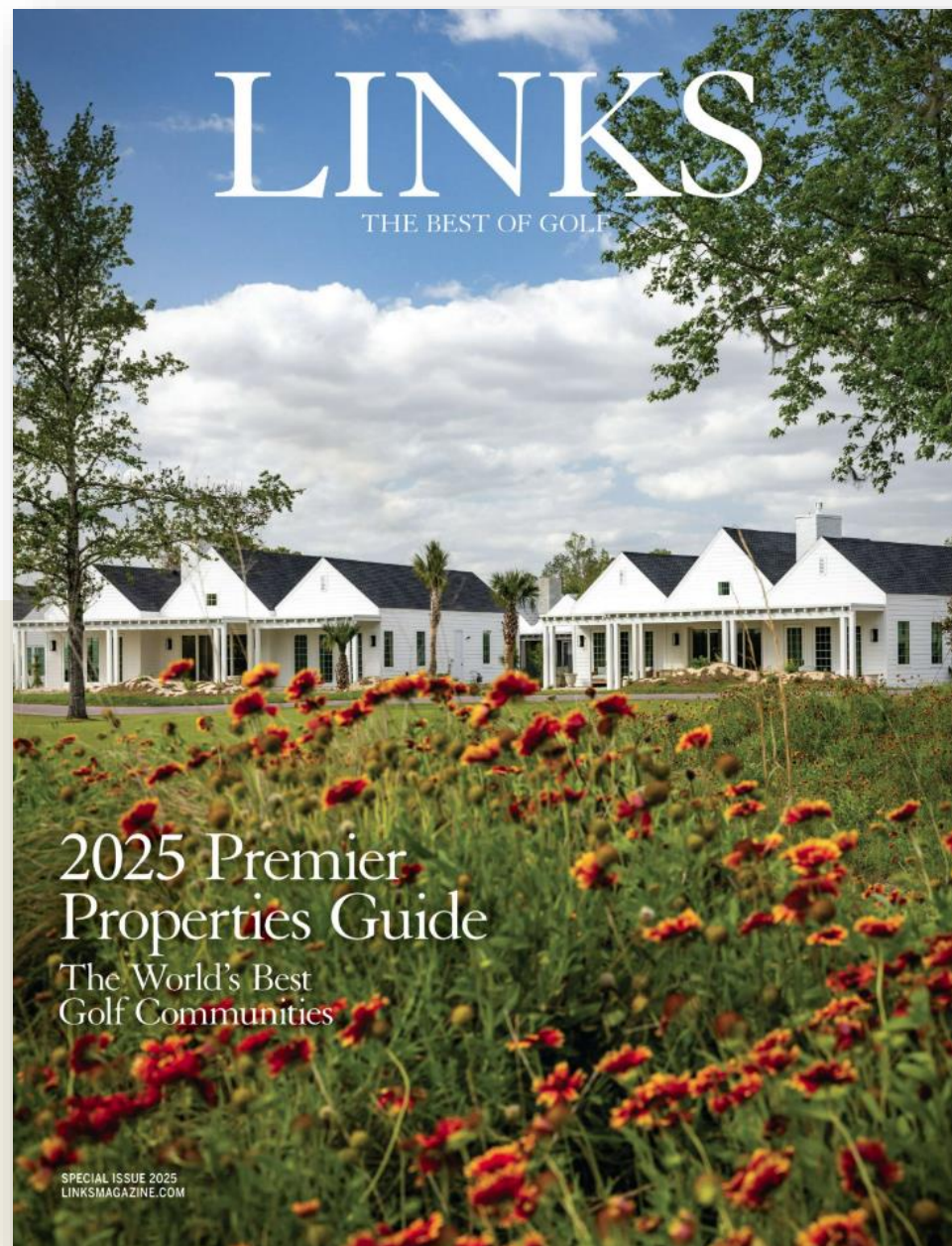
LINKS targets top demographics from our subscriber list using the following criteria to deliver the most affluent 60,000 subscribers:

- Income of \$250,000+
- Home values of \$400,000+
- Paid/highly responsive subscribers
- Top 1,500 high-income/home-value zip codes

PPG In Home: January 2026

PPG Space Close: November 10, 2025

PPG Materials Due: November 17, 2025



Click [HERE](#) to view the 2025 Premier Properties Guide

PREMIER PROPERTIES GUIDE

PREMIER PROPERTIES GUIDE

- Two-page “sponsored editorial” coverage for advertisers (see example to the right)
- In-home: January 2026
- Reach: 60,000

DIGITAL COMPONENTS

- Digital version of the magazine is featured on LINKSmagazine.com
- Each property will receive a native e-blast sent to our 13k VIP Real Estate database (see example on page 5)
- Each property will also receive a Featured Partner unit (30-word write-up; photo; URL) on LINKS Insider E-Newsletter sent to 100k opt-in subscribers (see example on page 5)

ADDITIONAL COMPONENTS

- 50 copies provided to advertiser
- QR Code directed to client’s preferred link

JACK'S BAY

Eleuthera Island, The Bahamas

On the pink sand shores of the Bahamian island of Eleuthera, famed for its captivating beauty, crystal-clear waters, and laid-back charm, the private community of Jack's Bay has raised the bar of luxury living with its newest residential offering: the Playground Residences. These exclusive homes boast a prime location within the 1,200-acre community, nestled directly between golf courses designed by legends Tiger Woods and Jack Nicklaus—a privilege no other residences at Jack's Bay enjoys.

The elegant cottage-style homes at the Playground Residences offer an unparalleled blend of privacy, luxury, and breathtaking views over the dramatic cliffs to the Atlantic Ocean. Available in two-, three-, and four-bedroom configurations, each residence features a private pool, expansive rooftop terrace, and seamless indoor-outdoor living spaces designed to capture the essence of island life.

Jack's Bay is more than just luxurious homes in a premier location. It's a community designed to foster connection and a life well lived. Here you'll discover secluded coves and pristine blue holes, find a hidden sea turtle sanctuary, and enjoy tranquility beside the private meditation lake. Miles of hiking and biking trails await exploration, while water enthusiasts can enjoy kayaking, paddleboarding, and world-class fishing.

For golfers, the first-ever 18-hole Nicklaus Heritage Course and Woods' 10-hole Playground Course, opening in early 2025, will delight. Woods' short course promises a fun (think barefoot) round and challenging experience for all levels, with stunning ocean views from every hole.

The Atlantic Club awaits those seeking community and recreation. This private beach club, opening soon, will be a hub of social activity, offering a sophisticated restaurant with farm-to-table cuisine, a state-of-the-art wellness center with a full range of spa treatments, and world-class racket sports facilities.

The Playground Residences offer a rare chance to own a piece of paradise in one of the world's most sought-after destinations. Getting to this remarkable island is exceptionally easy: Rock Sound Airport on Eleuthera Island is just a 60-minute flight from South Florida, and Jack's Bay is a 10-minute drive from the airport, making it both exceptionally convenient and thoroughly remote at once.







JACK'S BAY
Eleuthera Island
The Bahamas
(800) 520-5281
jacksbayclub.com/linksmag

Courses
28 holes
Tiger Woods
Jack Nicklaus

Amenities

- Restaurants/Dining Areas (4)
- Pools
- Beach
- Marina
- Tennis
- Pickleball
- Boating
- Fishing
- Hiking/Biking Trails
- Spa
- Fitness Center
- Hidden Caves, Blue Holes, Private Meditation Lake, Coral Reefs, Sea Turtle Sanctuary, and Two Private Islands

Nearby Airport
Rock Sound, 8 miles



SCAN QR CODE FOR MORE INFO

102 LINKSMAGAZINE.COM
PREMIER PROPERTIES GUIDE
PREMIER PROPERTIES GUIDE

ADVERTISER LISTING – EDITORIAL SPREAD

PREMIER PROPERTIES GUIDE

CIRCULATION

More than 75% of circulation is targeted to the following key states:

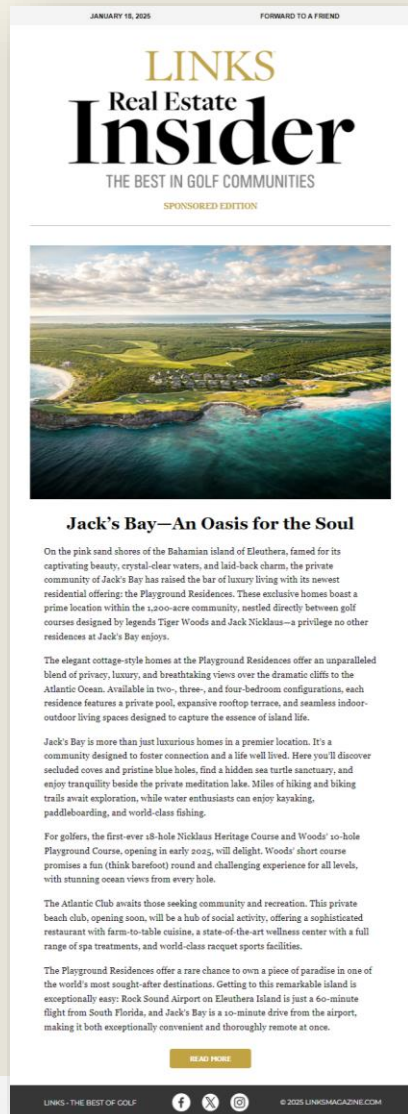
- Arizona
- California
- Connecticut
- Florida
- Georgia
- Illinois
- Maryland
- Massachusetts
- Michigan
- Minnesota
- New Jersey
- New York
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Texas
- Virginia

Our circulation drills down even further to focus on these highly sought after metropolitan DMAs:

- Atlanta
- Baltimore
- Boston
- Charlotte
- Chicago
- Cincinnati
- Dallas
- Denver
- Detroit
- Houston
- Los Angeles
- Minneapolis
- NYC/CT/NJ corridor
- Philadelphia
- Phoenix
- San Francisco
- Seattle



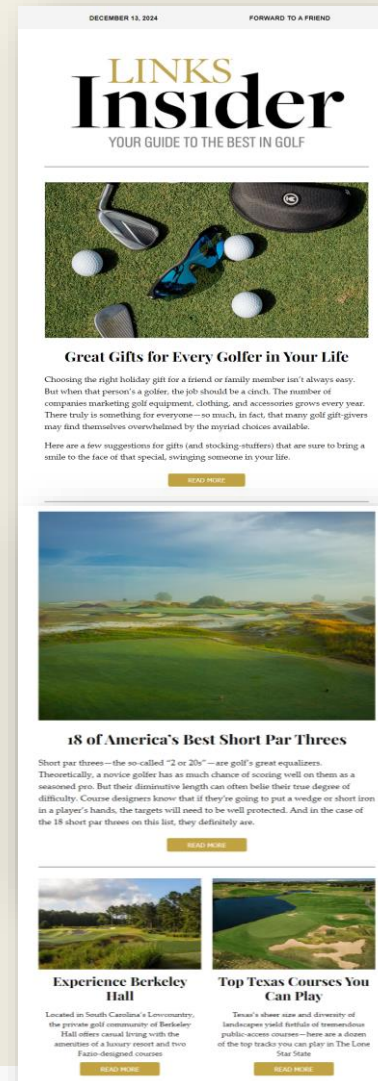
PREMIER PROPERTIES GUIDE



NATIVE E-BLAST

2024 Average Metrics
 Average Sent: **13,000**
 Average Open Rate: **47.08%**
 Average Click Rate: **7.17%**
 Average Number of Clicks:
500 – 700
 Value: **\$5,000**

- The copy is approximately 350 words and is taken from the advertiser listing
- Photo, title, and “Read More” button are hyperlinked to your designated landing page



E-NEWSLETTERS

LINKS Insider reaches **100,000** opt-ins each week with an average total open rate of **50%**

- Photo, 30 words of copy, and link to designated landing page
- Average ROI of 150 – 200 clicks

PREMIER PROPERTIES GUIDE



"We are proud to partner with LINKS Magazine, whose print and digital platforms deliver tremendous value by showcasing the very best in luxury golf and lifestyle. Their extensive reach and high engagement provide exceptional visibility for the Berkeley Hall lifestyle, playing a key role in driving record home and property purchases. Together, we celebrate a shared commitment to excellence and the art of living well."

-Alex Madeiros

Director of Marketing

-Anne Feldman

Director of Communications

Berkeley Hall



"LINKS Magazine provides a unique opportunity to showcase The Landings Golf & Athletic Club to an engaged audience of passionate golfers. Through a blend of print advertisements, digital content, and direct email campaigns, we effectively drive prospects to discover more about our club and community. Their team works closely with us to ensure our brand message reaches the right audience."

-Gary Lorfano

Director of Membership, Marketing, and Communications

The Landings Golf & Athletic Club

PREMIER PROPERTIES GUIDE



“LINKS Premier Properties Guide has been a game-changer for Grand Harbor. As a premier community and Club, we are proud to showcase our grand lifestyle, and the LINKS Premier Properties Guide has provided the perfect platform to do just that. The quality and reach of their publication are unmatched, and the feedback we've received from members and prospects has been impressive.

PPG's ability to highlight our unique selling points—whether it's our world-class golf courses, Beach Club, or thriving racquets community—has helped us connect with the right audience. We are thrilled with our partnership and look forward to continuing to work together for years to come.”

-Michael Gibson
General Manager
Grand Harbor Golf & Beach Club



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-Brian Merbler
Director of Marketing & Membership
The Club at Quail Ridge

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